

– CAFETERIA PLAN DMO PARTNER WEBSITE OPTIONS –

WHAT ARE THE CAFETERIA PARTNER WEBSITE OPTIONS?

The goal of the Utah Office of Tourism's Cafeteria Plan partner website program is to provide an affordable option to build a tourism-focused unique website, or, alternately, a subdomain which can benefit from the success of UOT's website, visitutah.com. We have now incorporated this website program into our annual Cafeteria Program that operates via the following guidelines:

- Cap: \$70,000 per eligible non-profit entity and requires a 1:1 match
- No application required (opt-in format)
- Pick from a "menu" of pre-defined website opportunities
- First come, first served if monetary limitations have been exceeded

* **NOTE:** Prices reflect partner contribution amount, not total partner cost.

OPT-IN PERIOD: MAY 2017 – JULY 20, 2017

WHO IS ELIGIBLE?

Counties, non-profit destination marketing organizations (DMO's), and similar public entities that have existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.

**FOR MORE INFORMATION OR TO OPT-IN,
PLEASE CONTACT:**

Cicily Kind / ckind@utah.gov

– WEBSITE PROGRAMS –

SUBDOMAIN ON VISITUTAH.COM

\$500 partner contribution.

Featured Subdomain within VisitUtah.com includes:

- One Page
- A unique subdomain, for example: "www.canyoncountry.visitutah.com"
- One header image
- A description
- Two photos
- Social links (not feeds)
- Search engine optimized title tag
- One update to the page each year, done by UOT

\$500

SMALL BUSINESS WEBSITE, OPTION 1

\$1,820 partner contribution.

This cost includes \$1,100 for build out and \$720/year for hosting costs.*

**Please note that hosting costs will be ongoing.*

This option offers multiple pages on your unique domain and includes:

- Choose from several styles
- You have the ability to add/edit and delete text, photos and pages quickly and easily through your own dedicated content management tool
- Great for businesses that don't need a lot of features (like a special events calendar or database-powered listings)
- Up to 6 pages of content
- One simple Contact Us form – (example: <https://www.metro littlerockalliance.com/contact-us>)
- Site can be customized to include additional features (ex: event calendar, downloadable travel guide, etc.) for additional costs.

\$1,820

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– WEBSITE PROGRAMS, CONT'D –

SMALL BUSINESS WEBSITE, OPTION 2

\$3,700 partner contribution.

This cost includes \$2,500 for build out and \$1,200/year for hosting costs.*

**Please note that hosting costs will be ongoing.*

This option offers multiple pages on your unique domain, and includes:

- Choose from several templates
- You have the ability to add/edit and delete text, photos and pages quickly and easily through your own dedicated content management tool
- **SSL certificate is included; improving the security of your website**
- Great for businesses that need, or will need in the near future data driven content such as an event calendar, or business listings.
- **Up to 10 pages of content**
- One simple Contact Us form – (example: <https://www.metrolittlealliance.com/contact-us>)
- Site can be customized to include additional features (ex: event calendar, downloadable travel guide, etc.) for additional costs.

\$3,700

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